

PERSONAL/CONFIDENTIAL  
WIRTHLIN WORLDWIDE  
708 Third Avenue  
New York, NY 10017  
212-370-9096

## CONGESTION AND AIR QUALITY POST-ADVERTISEMENT TEST

### Topline

**Total Respondents: 600**

Hello, I'm \_\_\_\_\_ of Decima Research, a national research firm. We're talking with people in Atlanta today and would like to ask you a few questions on a confidential basis. I am not selling anything, nor will I ask you for a donation. For quality control purposes, my supervisor may monitor this call.  
**(DO NOT PAUSE)**

SCREENER
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A. Are you 18 years of age or older?

<u>%</u>	
100	YES
	NO (ASK B)
	REFUSED (ASK B)

B. **[ASK IF Q. A = 2 OR 3]** May I speak with someone else in your household who is at least 18 years of age?

1	YES - IF "YES" - REPEAT INTRO WITH NEW PERSON
	IF UNAVAILABLE - ARRANGE FOR CALLBACK
2	NO - NOT AVAILABLE ARRANGE FOR CALLBACK
3	NO - REFUSED EXIT AND REPORT AS REFUSED
4	NO ONE 18 OR OLDER THANK AND TERMINATE

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C. Gender (BY OBSERVATION)

<u>%</u>		
48	Male	QUOTA 48%
52	Female	QUOTA 52%

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<p align="center"><b>UNAIDED AWARENESS OF ADVERTISING ABOUT THE QUALITY OF LIFE IN ATLANTA AREA</b></p>
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- When you think about living in the Atlanta area, there are many different things that can affect your quality of life. I'd like you to think about advertising you've seen, read or heard in the past six months. Do you remember seeing, hearing or reading any advertising about an issue that affects quality of life in the Atlanta area?

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
45	45	43	YES
53	55	56	NO
1	1	1	DK/REF

- [Reduced base: Recall quality of life advertising (June n=274; September n=267; November n=259)] (IF YES IN Q.1) What was the issue that you saw, read or heard advertised? (DO NOT READ LIST) (MULTI-PUNCH)

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
46	36	37	Air Quality/Pollution
23	31	36	Traffic congestion
3	8	11	Public Transportation or Transit
1	5	7	Carpooling
-	-	6	Green space/Parks
4	1	5	Growth/Development
-	-	3	Healthcare
6	5	2	Crime/Violence
3	1	2	Water Pollution
3	1	1	Water- general
-	1	1	Telecommuting or teleworking
-	<1	1	Using technology
-	3	<1	Racial problems
-	2	<1	Police brutality
2	-	-	Water restrictions
2	-	-	Moving/Living somewhere else
-	<1	-	Combining Errands
22	22	20	Other <b>(SPECIFY)</b> _____
3	6	5	DK/REF

<p align="center"><b>AIDED AWARENESS OF ADVERTISING ABOUT THE AIR QUALITY IN ATLANTA</b></p>
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3. Please tell me if you recall seeing, hearing or reading any advertising in the past six months about :

- a. Public transportation or transit in the Atlanta area

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
72	75	79	YES
28	24	21	NO
<1	1	1	DK/REF

- b. Telecommuting or teleworking in the Atlanta area

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
41	65	68	YES
58	34	29	NO
1	1	<1	DK/REF

- c. Carpooling in the Atlanta area

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
60	79	84	YES
40	20	16	NO

[REDUCED BASE: THOSE WHO SAID THEY SAW PUBLIC TRANSPORTATION ADS (June n=432, September n=452, November n=472)]

- 3A **[IF Q2 =3, OR Q3a=1]** You said you saw advertising for Public Transportation or transit in the Atlanta area. Please tell me who the sponsor of the advertising was.

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
60	54	53	MARTA
2	4	6	Department of Transportation
-	3	6	Clean Air Campaign
-	1	4	Rideshare/carpooling
1	<1	4	Transit Authority
13	9	4	TV/News
-	-	4	Radio
-	-	3	Newspaper
-	-	3	Billboard ads
<1	<1	1	Atlanta Regional Transportation
3	4	<1	CCT
1	<1	<1	Atlantic Regional Commission
6	6	7	Other
18	26	19	DK/Refused

[REDUCED BASE: THOSE WHO RECALL SEEING TRANSIT, TELECOMMUTING, OR CARPOOLING ADS (June n=493, September n=544, November n=552)]

4. **(If Yes in Q.3)** Being as specific as you can, what do you remember about the advertising you saw? That is, can you describe what was said or shown in the advertising for me? **[PROBE:]** What was the message of the advertising?

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
28	42	58	Alternative Transportation (NET)
17	27	36	Encouraging Carpooling
8	9	16	Use mass transit
3	8	10	Encouraging Telecommuting
32	26	25	MARTA specified
14	14	12	Pollution/Environmental factors
12	16	8	Routes/Traffic related
11	3	3	Price/Cost Issues
2	3	1	Convenient/Efficient
24	23	18	Other
7	8	4	DK/Refused

## ATTITUDINAL/BEHAVIORAL CHANGE MEASUREMENT

5. I'm going to read you a list of actions that some people might take. As I read each one, please tell me if in the past year you have taken this action, considered taking this action or not considered taking this action:

- a. Pick up a schedule for MARTA

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
16	16	18	Taken this action
8	6	7	Considered taking this action, but not taken it yet
76	78	75	Not considered taking this action

- b. Call 1-87-Ridefind

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
1	1	2	Taken this action
2	2	5	Considered taking this action, but not taken it yet
97	96	94	Not considered taking this action
<1	1	1	DK/Ref

- c. Ask your boss about telecommuting

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
11	13	13	Taken this action
8	7	9	Considered taking this action, but not taken it yet
79	78	76	Not considered taking this action
2	3	2	DK/Ref

- d. Combine multiple errands into one trip

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
80	79	80	Taken this action
9	7	9	Considered taking this action, but not taken it yet
10	14	11	Not considered taking this action
<1	<1	-	DK/Ref

- e. Use technology such as the internet or computers rather than driving your car

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
47	49	50	Taken this action
12	12	12	Considered taking this action, but not taken it yet
40	39	38	Not considered taking this action
<1	<1	-	DK/Ref

6. Now I'm going to read you a series of statements and for each statement I read, I'd like you to tell me how much you agree or disagree with the statement. You can use a scale of 1 to 7, with a "1" meaning you strongly disagree and a "7" meaning you strongly agree.

The (first/next) one is...

**(ROTATE LIST)**

- a) I wish I could reduce traffic congestion, but I do not know how I can help.

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
44	41	44	Top 2 box (6-7)
34	37	35	3-5
22	22	21	Bottom 2 box (1-2)
4.7	4.7	4.8	Mean

- b) Using public transportation, carpooling or telecommuting could actually save me time compared to driving alone in my car

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
27	29	29	Top 2 box (6-7)
34	35	38	3-5
38	36	33	Bottom 2 box (1-2)
3.7	3.8	4.0	Mean

- c) People who use public transportation, carpool or telecommuting enjoy more freedom and independence in their lives than those who drive alone in their car

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
17	18	18	Top 2 box (6-7)
42	42	48	3-5
40	40	34	Bottom 2 box (1-2)
3.3	3.4	3.7	Mean

- d) I could be more productive if I used an alternative form of transportation besides driving alone in my own car.

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
23	27	26	Top 2 box (6-7)
36	35	36	3-5
41	38	38	Bottom 2 box (1-2)
3.5	3.7	3.7	Mean

- e) I could save money by using public transportation, carpooling or telecommuting instead of driving alone in my car.

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
45	45	47	Top 2 box (6-7)
34	32	32	3-5
20	22	21	Bottom 2 box (1-2)
4.8	4.7	4.8	Mean

- f) If fewer people drove their cars, people would be less likely to experience "road rage" and driving would be safer.

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
65	68	71	Top 2 box (6-7)
25	22	20	3-5
10	10	9	Bottom 2 box (1-2)
5.6	5.8	5.8	Mean

- g) Using public transportation or carpooling would give me an opportunity to socialize with other people.

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
40	44	46	Top 2 box (6-7)
35	35	34	3-5
24	21	20	Bottom 2 box (1-2)
4.5	4.7	4.8	Mean

- h) If I took public transportation, carpooled or telecommuted instead of driving alone in my own car, it would give me more control over my time.

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
20	21	24	Top 2 box (6-7)
34	37	35	3-5
46	42	41	Bottom 2 box (1-2)
3.3	3.5	3.5	Mean

- i) If people used public transportation, carpooling or telecommuting instead of driving alone in their cars, they would have more peace of mind.

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
33	36	36	Top 2 box (6-7)
46	46	48	3-5
21	18	16	Bottom 2 box (1-2)
4.4	4.6	4.7	Mean

- j) If I took public transportation, carpooled or telecommuted instead of driving my own car, I would have more money to spend on other things.

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
37	36	40	Top 2 box (6-7)
40	38	39	3-5
22	26	21	Bottom 2 box (1-2)
4.5	4.4	4.5	Mean



- k) People who telecommute, use public transportation or carpool feel a sense of accomplishment

Jun %	Sep %	Nov %	
26	27	30	Top 2 box (6-7)
56	51	54	3-5
17	18	16	Bottom 2 box (1-2)
4.3	4.4	4.5	Mean

- l) If I telecommute, use public transportation or carpool, it will be less stressful than driving my own car.

Jun %	Sep %	Nov %	
44	49	46	Top 2 box (6-7)
35	29	33	3-5
21	22	21	Bottom 2 box (1-2)
4.7	4.8	4.8	Mean

### Summary of Means

Jun	Sep	Nov	
5.6	5.8	5.8	If fewer people drove their cars, people would be less likely to experience "road rage" and driving would be safer.
4.7	4.8	4.8	If I telecommute, use public transportation or carpool, it will be less stressful than driving my own car.
4.8	4.7	4.8	I could save money by using public transportation, carpooling or telecommuting instead of driving alone in my car.
4.5	4.7	4.8	Using public transportation or carpooling would give me an opportunity to socialize with other people.
4.7	4.7	4.8	I wish I could reduce traffic congestion, but I do not know how I can help.
4.4	4.6	4.7	If people used public transportation, carpooling or telecommuting instead of driving alone in their cars, they would have more peace of mind.
4.5	4.4	4.5	If I took public transportation, carpooled or telecommuted instead of driving my own car, I would have more money to spend on other things.
4.3	4.4	4.5	People who telecommute, use public transportation or carpool feel a sense of accomplishment

3.7	3.8	4.0	Using public transportation, carpooling or telecommuting could actually save me time compared to driving alone in my car
3.5	3.7	3.7	I could be more productive if I used an alternative form of transportation besides driving alone in my own car.
3.3	3.4	3.7	People who use public transportation, carpool or telecommuting enjoy more freedom and independence in their lives than those who drive alone in their car
3.3	3.5	3.5	If I took public transportation, carpooled or telecommuted instead of driving alone in my own car, it would give me more control over my time.

7. Which of the following best describes your employment status?

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
66	67	73	Employed full time
8	7	7	Employed part time
3	4	4	Full-time student
8	9	6	Homemaker
10	8	7	Retired
3	3	2	Not employed
2	2	2	Disabled
<1	1	<1	Other (specify) _____ (DO NOT READ)
<1	<1	-	Don't Know / Refused (DO NOT READ)

[REDUCED BASE: THOSE EMPLOYED (June n=448, September n=443, November n=475)]

8. **[ASK IF 7 = 1 OR 2]** On average, how many minutes is your commute from home to work each day?

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
51	56	48	20 minutes or less
25	21	24	21-40 minutes
19	17	20	41-60 minutes
2	3	2	61-90 minutes
3	2	3	Over 90 minutes
30.5	27.8	31.0	Mean (in minutes)

[REDUCED BASE: THOSE EMPLOYED (June n=448, September n=443, November n=475)]

9. **[ASK IF 7 = 1 OR 2]** On average, how many minutes is your commute **from work to home** each day?

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
48	54	46	20 minutes or less
24	21	25	21-40 minutes
21	18	20	41-60 minutes
4	4	4	61-90 minutes
3	2	3	Over 90 minutes
31.4	27.7	31.4	Mean (in minutes)

[REDUCED BASE: THOSE EMPLOYED (June n=448, September n=443, November n=475)]

10. **[ASK IF 7 = 1 OR 2]** Thinking about your commute to and from work . . . about how many TOTAL times last week did you **[FILL IN FROM 10a – 10d]** TO or FROM work? **[Interviewer prompt:** Count each trip TO work as one trip, and each trip HOME from work as a separate trip.]

**(ROTATE)**

A Drive alone in your car

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
43	38	46	9+ times
28	35	30	5-8 times
13	13	12	1-4 times
16	14	12	0 times
7.0	6.9	7.0	Mean (in trips per week)

B Car or Van Pool

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
4	4	3	9+ times
4	3	3	5-8 times
8	5	7	1-4 times
85	88	87	0 times
0.8	0.7	0.7	Mean (in trips per week)

C Use public transportation or transit [if necessary: the subway or the bus]

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
2	1	3	9+ times
1	2	3	5-8 times
4	4	3	1-4 times
93	93	91	0 times

0.3 0.3 0.7 Mean (in trips per week)

D Telecommute or telework [if necessary: work from home or a remote office site that is different from your normal work site]

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
3	2	4	9+ times
6	6	5	5-8 times
9	9	11	1-4 times
81	82	81	0 times

1.2 0.9 1.1 Mean (in trips per week)

### Summary Table of Means

<u>Jun</u>	<u>Sep</u>	<u>Nov</u>	
<b>7.0</b>	<b>6.9</b>	<b>7.0</b>	<b>Drive alone in your car</b>
<b>1.2</b>	<b>0.9</b>	<b>1.1</b>	<b>Telecommute</b>
<b>0.8</b>	<b>0.7</b>	<b>0.7</b>	<b>Car or van pool</b>
<b>0.3</b>	<b>0.3</b>	<b>0.7</b>	<b>Use public transportation</b>

[Reduced Base: Those who car/van pooled last week (only asked in November: n=62)]

10bb. **[ASK IF 10B > 0]** Was that a carpool, an organized vanpool service, or both?

Nov	
<u>%</u>	
81	Carpool
6	Vanpool service
10	Both
3	DK/Ref

[REDUCED BASE: DIDN'T CAR POOL LAST WEEK (June n=379, September n=390), November n=413]

11. **[ASK IF 10B = 0]** Thinking back to the last year, have you ever car or van pooled to work?

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
23	20	24	YES
77	80	76	NO

**Total car-pooled in last year**

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
35	29	34	YES
65	71	66	NO

[Reduced Base: car/van pooled in the last year, but not the last week (only asked in November: n=99)]

- 11a. **[ASK IF 11 = 1]** Was that a carpool, an organized vanpool service, or both?

Nov	
<u>%</u>	
93	Carpool
5	Vanpool service
-	Both
2	DK/Ref

[REDUCED BASE: DIDN'T USE TRANSIT LAST WEEK (June n=415, September n=410, November n=432)]

12. **[ASK IF 10C = 0]** Thinking back to the last year, have you ever used public transportation or transit to go to work?

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
16	13	15	YES
84	87	85	NO

**Total used transit in last year**

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
22	20	22	YES
78	80	78	NO

[REDUCED BASE: DIDN'T TELECOMMUTE LAST WEEK (June n=365, September n=363, November n=385)]

13. **[ASK IF 10D = 0]** Thinking back to the last year, have you ever worked from home or telecommuted?

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
31	30	25	YES
69	70	75	NO

**Total telecommuted in last year**

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
43	42	39	YES
57	58	61	NO

[ASK EVERYONE]

14. Now I'd like you to think about errands you've run in the past year. During that time, have you ever combined multiple errands into one trip?

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
96	95	96	YES
4	5	4	NO

15. And, thinking back to the last year, have you ever used the internet to shop or gather information instead of making a trip in your car to do that?

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
65	69	71	YES
35	31	29	NO

[ADDED TO QUESTIONNAIRE AFTER FIRST DAY, June n=423, September=all respondents]

- 15a. Thinking back to the last year, have you ever car or van pooled for your errands instead of driving your own car?

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
35	34	33	YES
65	66	67	NO

16. Now . . . thinking about **daily errands**, such as shopping, dropping kids off at day care, going to a health club, going to dinner or events, visiting family or friends, or any other NON work related trip . . .

- A On a typical **WEEKDAY**, how many separate or different errands do you run?

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
3	3	2	11+
3	3	3	8-10
14	12	11	5-7
71	71	73	1-4
8	10	10	0
3.3	3.0	2.8	Mean (in errands)

- B And, on a typical **WEEKEND** day, how many separate or different errands do you run?

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
2	2	1	11+
5	3	5	8-10
18	17	17	5-7
67	69	69	1-4
8	7	7	0
3.3	3.6	3.2	Mean errands

**[COMPUTE THE NUMBER OF ERRANDS FROM Q16A AND Q16B =  
RESPONSE TO Q 16A \* 5 + Q16B \* 2]**

**[IF Q16A and Q16B = 0 or BOTH ARE DK/REF, SKIP TO Q18]**

**[REDUCED BASE: THOSE WHO GAVE NUMBERS OTHER THAN 0 IN 16A AND  
16B, June n=588, September n=579]**

17. You indicated that in a typical week you run about \_\_\_\_**[FILL IN  
CALCULATED NUMBER]** errands. Thinking about these\_\_\_\_**[FILL IN  
CALCULATED NUMBER]** errands, about how many times did you **[FILL  
IN FROM 17A – C]** to do those errands?

Mean number of errands per week = 22.7 (June), 21.8 (September), 20.2 (November)

**(ROTATE)**

**A Drive alone in your automobile**

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
15	13	11	26+
6	4	4	21-25
12	10	11	16-20
13	15	15	11-15
21	21	24	6-10
23	27	27	1-5
9	9	7	0
16.9	14.6	12.8	Mean

**B Car pool or ride with others**

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
6	4	5	15+
6	4	3	10-14
6	3	4	7-9
9	10	10	4-6
19	22	19	1-3
57	55	58	0
3.6	2.9	2.5	Mean



C Use public transportation or transit [if necessary: the subway or bus]

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
1	1	1	15+
<1	1	<1	10-14
1	0	<1	7-9
2	1	1	4-6
4	3	4	1-3
92	93	93	0
0.5	0.5	0.4	Mean

D Combine multiple errands into one trip

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
17	18	14	15+
15	12	11	10-14
12	11	13	7-9
26	26	28	4-6
24	28	30	1-3
4	5	4	0
10.6	10.5	7.9	Mean

**Summary Table of Means**

<u>Jun</u>	<u>Sep</u>	<u>Nov</u>	
<b>16.9</b>	<b>14.6</b>	<b>12.8</b>	<b>Drive alone in your automobile</b>
<b>10.6</b>	<b>10.5</b>	<b>7.9</b>	<b>Combine multiple errands into one trip</b>
<b>3.6</b>	<b>2.9</b>	<b>2.5</b>	<b>Car pool or ride with others</b>
<b>0.5</b>	<b>0.5</b>	<b>0.4</b>	<b>Use public transportation or transit</b>

[Reduced Base: Car/Van poolers last week for errands (only asked in November: n=243)

17bb. [ASK IF 17B > 0] Was that a carpool, an organized vanpool service, or both?

Nov	
<u>%</u>	
90	Carpool
1	Vanpool service
2	Both
6	DK/Ref

18. Do you currently have Internet access?

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
77	77	81	YES
23	23	19	NO [GO TO Q.20]

[REDUCED BASE: HAVE INTERNET ACCESS (June n=464, September n=462, November n=486)]

18a. **[IF Q18 IS YES]** Do you have access at home, work, or both?

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
29	29	26	YES, AT HOME
7	7	7	YES, AT WORK
64	63	67	YES, AT HOME AND WORK
1	2	-	NO
<1	-	-	DK/REFUSED

---

[REDUCED BASE: HAVE INTERNET ACCESS (June n=464, September n=462, November n=486)]

19. **[IF Q.18 IS YES]** And how many times last week did you use the Internet to shop or gather information instead of making a trip in your car to do that?

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
7	5	6	11+
3	7	6	8-10
20	20	20	4-7
35	34	34	1-3
34	32	34	0
4.0	4.1	4.2	Mean

<b>DEMOGRAPHICS</b>
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Now, I'd like to ask you a few questions for statistical purposes only.

20. And, what is your age, please?

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
12	12	9	18 - 24
12	9	13	25 - 29
11	11	14	30 - 34
11	15	14	35 - 39
11	13	13	40 - 44
12	12	9	45 - 49
11	12	11	50 - 54
6	6	8	55 - 59
4	4	4	60 - 64
4	3	1	65 - 69
3	2	2	70 - 74
2	2	2	75 AND OLDER
2	2	1	REFUSED ( <b>DO NOT READ</b> )

---

21. Do you have any children under the age of 18 living in your home, or any children in college living at home?

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
32	38	36	YES, CHILDREN UNDER 18 LIVING AT HOME
4	4	2	YES, COLLEGE AGE CHILDREN LIVING AT HOME
3	3	3	BOTH
61	56	59	NO
<1	<1	<1	REFUSED ( <b>DO NOT READ</b> )

---

22. What is the last grade of formal education you completed? (READ CHOICES)

Jun %	Sep %	Nov %	
4	3	4	LESS THAN HIGH SCHOOL
18	20	17	HIGH SCHOOL GRADUATE
8	7	7	TECHNICAL/VOCATIONAL
26	22	23	SOME COLLEGE
29	32	31	COLLEGE GRADUATE
15	16	19	POST-GRADUATE
<1	<1	<1	(DO NOT READ) REFUSED

---

23. What is your total annual family income? Please stop me when I reach your income. **(READ CATEGORIES)**

Jun %	Sep %	Nov %	
3	4	2	UNDER \$10,000
6	5	4	\$10,000 BUT LESS THAN \$20,000
7	11	9	\$20,000 BUT LESS THAN \$30,000
15	10	13	\$30,000 BUT LESS THAN \$40,000
12	12	10	\$40,000 BUT LESS THAN \$50,000
11	10	11	\$50,000 BUT LESS THAN \$60,000
6	7	8	\$60,000 BUT LESS THAN \$70,000
6	6	9	\$70,000 BUT LESS THAN \$80,000
5	4	5	\$80,000 BUT LESS THAN \$90,000
2	4	4	\$90,000 BUT LESS THAN \$100,000
14	16	14	\$100,000 OR MORE
12	13	11	REFUSED <b>(DO NOT READ)</b>

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24. What is your MAIN ethnic or racial heritage? **(READ CATEGORIES -- ACCEPT ONE RESPONSE ONLY) [IF THEY GIVE MORE THAN ONE ANSWER, ASK THEM WHICH ONE THEY ASSOCIATE WITH MOST]**

Jun %	Sep %	Nov %	
22	24	22	African American / Black American
2	2	1	American Indian / Native American
2	2	2	Asian American
68	66	70	Caucasian / White
1	1	2	Hispanic American / Latino
3	3	2	Other <b>(DO NOT SPECIFY) (DO NOT READ)</b>
2	2	2	Refused <b>(DO NOT READ)</b>

---

25. Are you married, separated, divorced, or single and never been married?

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
56	55	58	Married
1	2	1	Separated
13	13	11	Divorced
24	24	24	Single, and Never Been Married
5	5	4	Widowed
<1	-	<1	Engaged to Be Married (DO NOT READ)
<1	-	-	Living with Significant Other (DO NOT READ)
1	2	2	Refused (DO NOT READ)

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[REDUCED BASE: THOSE EMPLOYED (June n=448, September n=443, November n=475)]

26. **[ASK IF 7 = 1 OR 2]** Do you currently work inside or outside the I-285 Perimeter? [Interviewer prompt if questioned: Your primary work location/main office.]

Jun	Sep	Nov	
<u>%</u>	<u>%</u>	<u>%</u>	
40	34	38	INSIDE
60	64	59	OUTSIDE
<1	2	3	DK/REF

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27. HOME ZIP CODE [FROM SAMPLE] \_\_\_\_\_

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28. COUNTY [FROM SAMPLE] \_\_\_\_\_

29. NAME VERIFICATION \_\_\_\_\_

THOSE ARE ALL THE QUESTIONS I HAVE FOR YOU TODAY. THANKS FOR YOUR TIME. HAVE A NICE WEEK.